

Message Text

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12

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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P R 201115Z NOV 74

FM AMEMBASSY NEW DELHI

TO USDCO WASHDC PRIORITY

INFO SECSTATE WASHDC 5330

UNCLAS NEW DELHI 15591

E.O. 11652: N/A

TAGS: BEXP, IN

SUBJ: SPECIAL EXPORT TRADE OPPORTUNITY

1. K. BHAGAT, MANAGING PARTNER, PARCO, 16-B, CONNAUGHT PLACE, NEW DELHI 110001, HAS INFORMED THE EMBASSY THAT INDIAN AIR FORCE HAS INDICATED A REQUIREMENT FOR VHF/UHF DIRECTOR FINDING SYSTEM. PARCO BELIEVES THAT THE SYSTEM (MODEL 5131 - AN/TRD-24) MANUFACTURED BY COOK ELECTRIC COMPANY, 6201 OAKTON STREET, MORTON GROVE, ILL. HAS A GOOD SALES POSSIBILITY. GOI EVINCED AN INTEREST FOR THIS EQUIPMENT IN 1971 WHEN, REPORTEDLY, AN INDIAN EMBASSY OFFICIAL FROM WASHINGTON, D.C. VISITED COOK ELECTRIC. OWING TO USG'S EMBARGO ON SALE OF THIS TYPE EQUIPMENT, THE GOI DROPPED THE PROPOSED PROJECT. PARCO IS NOW HOPEFUL THAT GOI WILL PURCHASE INITIALLY TWO PIECES OF EQUIPMENT FOR TRIAL AND IF FOUND SATISFACTORY, APPROXIMATED DOLS 5 MILLION IMPORT IS ANTICIPATED.

2. PARCO IS A REPUTABLE AND AGGRESSIVE SALES AGENCY. PRIMARILY SELLS COMMUNICATION AND RELATED ELECTRONIC EQUIPMENT FOR DEFENSE REQUIREMENTS. REPRESENTS SEVERAL US, BRITISH AND TALIAN COMPANIES, INCLUDING WATKINS-JOHNSON COMPANY, PALO ALTO, CALIF. PARCO'S 1974 SALES APPROXIMATE DOLS 11 MILLION (US 5, ITALY 5, UK 1), AND IT CLAIMS TO BE NEGOTIATING FRESH ORDERS WORTH ABOUT DOLS 15 MILLION.

3. ACTION REQUESTED: USDOC'S CHICAGO REGIONAL OFFICE IS REQUESTED TO ASCERTAIN COOK ELECTRIC'S INTEREST IN PARCO'S SALES OFFER ON ITS BEHALF. IF COOK'S REACTION IS POSITIVE, PLEASE SUGGEST THAT IT CONTACTS BHAGAT DIRECTLY.

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